

Message Text

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DRAFTED BY ARA/ECP:EMCOHEN:JD
APPROVED BY ARA/ECP:WEKNEPPER
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TO AMEMBASSY QUITO

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TAGS: BEXP, EC

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) ECUADOR

REF: (A) QUITO 6503; (B) QUITO 6497; (C) QUITO 6556

(D) STATE 17841 (E) STATE 16997

1 ACTION STAFF FOR ECUADOR CAP HAS BEEN ESTABLISHED AS
FOLLOWS:

FROM STATE ARA/EP, D KEITH GUTHRIE, CHIEF OF ECUADOREAN
AFFAIRS; ARA/ECP EDWARD M. COHEN, DEPUTY COMMERCIAL CO
ORDINATOR; EB/CBA/OCA JOHN SIMMONS, ARA LIAISON OFFICER.

FROM COMMERCE OIM/BIC, WILLIAM S LYNCH, DEPUTY ASSISTANT
DIRECTOR; OIM IC, THOMAS K BREWER, ECUADOR COUNTRY MARKET-
ING MANAGER; OIM/BIC, HERBERT LINDOW, ECUADOR COUNTRY
SPECIALIST

FROM USIA ILA, LAWRENCE B ESTES, ECUADOR PROGRAM OFFICER
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2 ACTION STAFF HAS CAREFULLY REVIEWED ECUADOR CAP PROPOSED IN REFTEL A, AND SUBMITS FOLLOWING COMMENTS:

A. IN GENERAL, CAP REFLECTS CREATIVE THINKING, AND COMMENDABLE WILLINGNESS TO UNDERTAKE NEW INITIATIVES, ON PART OF EMBASSY AND CON GEN WE BELIEVE IT WILL PROVE USEFUL AS STEPPING STONE TO FY1975 COUNTRY COMMERCIAL

PROGRAM (CCP) FOR ECUADOR (NOTE: EMBASSY,S PROPOSED FY 1975 CCP, SUBMITTED IN QUITO 565, IS NOW UNDER CONSIDERATION BY ACTION STAFF AND OTHER INTERESTED OFFICES; WE ARE TRYING TO DEVELOP BY EARLY MARCH A JOINT DRAFT EMBODYING TO FULLEST POSSIBLE EXTENT THE EMBASSY'S PROPOSALS, AND WE WILL THEN COMMUNICATE FURTHER WITH EMBASSY RE THE CCP)

B. OBJECTIVE ONE OF FY 1974 CAP CALLS IN EFFECT FOR BROADENING THE POSTS' EARLY WARNING SYSTEM. FOR THIS IMPORTANT PURPOSE, POSTS MAY WISH TO CONSIDER, UNDER ACTION THREE, ADOPTING TECHNIQUE INITIATED BY EMBASSY BOGOTA UNDER PILOT FY 1974 CCP; NAMELY, DESIGNATING ENTIRE COUNTRY TEAM AS "LOOK OUT STAFF FOR MAJOR COMMERCIAL OPPORTUNITIES," AND REQUESTING EACH MEMBER OF COUNTRY TEAM TO REPORT, AT ONE MEETING EACH MONTH, ON MAJOR CURRENT OR PROSPECTIVE OPPORTUNITIES IN HIS OR HER RESPECTIVE FUNCTIONAL FIELD.

C. A BASIC PRINCIPLE IN STATE/COMMERCE COMMERCIAL PROGRAMS IS THAT EACH SHOULD FOCUS ON A FEW U.S. PRODUCTS OR SERVICES THAT SEEM TO MERIT SPECIAL EFFORTS; EACH OBJECTIVE IN A PROGRAM SHOULD RELATE TO JUST ONE SUCH PRODUCT OR SERVICE (I.E., TARGET INDUSTRY, OR TARGET OF OPPORTUNITY), AND EACH ACTION UNDER THE RESPECTIVE OBJECTIVE SHOULD ACCORDINGLY ALSO RELATE DIRECTLY TO THAT PRODUCT OR SERVICE. BY THIS CRITERION, THE FY 1974 CAP'S OBJECTIVES TWO AND THREE, AND SOME OF THE ACTIONS UNDER THEM, ARE PHRASED RATHER TOO BROADLY; BUT THE ACTION STAFF BELIEVES THAT EACH OF THESE ACTIONS IS WELL WORTHWHILE IN AND OF ITSELF, AND MOST COULD READILY BE ADOPTED TO SUPPORT EFFORTS RELATING TO A SPECIFIC TARGET INDUSTRY OR TARGET OF

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OPPORTUNITY. MOREOVER, WE NOTE THAT THE EMBASSY'S PROPOSED FY 1975 CCP (QUITO 565) ADHERES TO THE PRINCIPLE OF SELECTING ONE PRODUCT OR SERVICE FOR EACH OBJECTIVE OF THAT PROPOSED PROGRAM. WE THEREFORE ENDORSE THE FY 1974 CAP'S OBJECTIVES TWO AND THREE, ON THE UNDERSTANDING THAT, UNDER THESE OBJECTIVES, THE POSTS WILL CONCENTRATE THEIR ACTIONS ON A FEW TARGET INDUSTRIES OR POSSIBLE TARGETS OF OPPORTUNITY.

D. FURTHER REGARDING OBJECTIVE TWO, THE ACTION STAFF HAS OBTAINED COMMERCE'S CONCURRENCE FOR ACTION ONE; AS REPORTED IN REFTEL D, THE CATALOG EXHIBITION REQUESTED FOR GUAYAQUIL IS EXPECTED TO BE HELD APRIL 24-26, AND COMMERCE IS SEEKING TO FIND (AND IS PREPARED TO FUND) A QUALIFIED U.S. TECHNICAL EXPERT TO BE PRESENT DURING THE EXHIBITION REGARDING ACTION THREE, PLEASE SEE REFTEL E, A RECENT

CIRCULAR WHICH SETS FORTH GUIDELINES FOR SUCH ACTION TO FACILITATE VISITS BY FOREIGN BUSINESSMEN TO THE U.S. REGARDING ACTION FOUR, THE ACTION STAFF IS DISCUSSING WITH APPROPRIATE OFFICES THE PROPOSED SEMINAR ON AGRICULTURAL PRODUCTIVITY, AND A SEPTEL WILL BE SENT TO
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